Microlog Microfiche Collection
Resolution Chart

Copyright

Copyright for the ***contents*** of this microfiche is held by the publisher of the original document. Please contact the original publisher for guidance in all copyright matters. Copyright in this ***microfiche edition*** is held by Micromedia Limited.

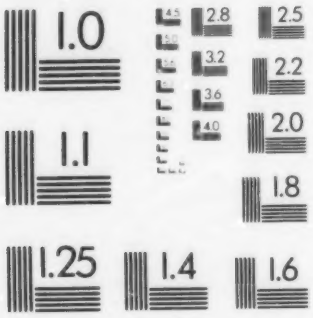
Quality of the Microfiche Reproduction

Micromedia Limited maintains the highest standards for micrographic reproduction. Attempts are made to obtain the best quality print version to microfilm. However, there are some printing styles, colours and graphic layout styles (including maps, graphs and tables) which do not reproduce well. Because of the value of the original document, Micromedia has filmed it recognizing that it may not be as easy to read as the original document.

Some pages have been filmed twice to improve the clarity of the reproduction. Consult both reproductions to ensure that all of the original text is read.

Microcopy Resolution Test Chart
National Bureau of Standards
Standard Reference Material 1010a
(ANSI and ISO Test Chart No. 2)

PM-1 3½"x4" PHOTOGRAPHIC MICROCOPY TARGET
NBS 1010a ANSI/ISO #2 EQUIVALENT



MS109

NATIONAL MICROGRAPHICS ASSOCIATION

24x

micromedia
a division of IHS Canada

20 Victoria Street, Toronto, ON M5C 2N8
Tel.: (416) 362-5211
Toll free: 1-800-387-2689
Fax: (416) 362-6161

Collection MICROLOG sur Micromédia
Tableau de résolution

Droits d'auteurs

Les droits d'auteurs du conenu de cette microfiche sont détenus par l'éditeur du document original. Veuillez communiquer avec celui-ci pour obtenir des renseignements sur tout ce qui touche les droits d'auteurs. Les droits d'auteurs de cette édition sur microfiche sont détenus par Micromédia Limitée.

Qualité de reproduction sur microfiche

Micromédia Limitée maintient les normes de reproduction micrographique les plus élevées. Elle fait tout son possible pour obtenir la version sur papier à reproduire sur microfiche de la meilleure qualité possible. Cependant, certains styles d'imprimerie, de couleurs et de style de mise en page graphique (incluant des cartes, des grahiques et des tableaux) se reproduisent mal. En raison de la valeur du document original, Micromédia l'a reproduit tout en reconnaissant qu'il ne sera peut-être pas aussi lisable que le document original.

Tableau de résolution micrographique
National Bureau of Standards
Standard Reference Material 1010a
(ANSI and ISO Test Chart No. 2)

PM-1 3½"x4" PHOTOGRAPHIC MICROCOPY TARGET
NBS 1010a ANSI/ISO #2 EQUIVALENT

MS109

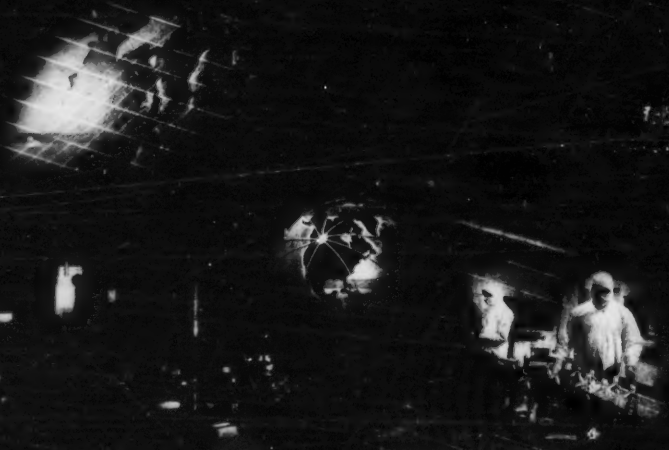
NATIONAL MICROGRAPHICS ASSOCIATION

24x

micromedia
a division of IHS Canada

20 Victoria Street, Toronto, ON M5C 2N8
Tel.: (416) 362-5211
Toll free: 1-800-387-2689
Fax: (416) 362-6161

ALBERTA



CANADA

Refining the Focus

Alberta's International Marketing Strategy

2001

Alberta
GOVERNMENT OF ALBERTA
CANADA

Introduction

Today, Alberta's economic strength and overall prosperity rely increasingly on our ability to compete on the world stage. Whether as a source of a diversified range of goods and services for export or as an attractive location for investment, our participation in these and other economic activities in the international arena is vital.

The Alberta Government's goal is to ensure "Alberta is the best place in the world to live and do business." To achieve this goal, government must promote Alberta's continuing prosperity through a number of initiatives, one being Alberta's International Marketing Strategy (AIMS).

AIMS is a key initiative established under *Alberta's Framework for International Strategies* with the goal of expanding the economy through successfully taking advantage of Alberta's many market opportunities for goods, products, and services. It focuses on Albertans working together to promote prosperity for the province through the continued development of a strong market-driven economy.

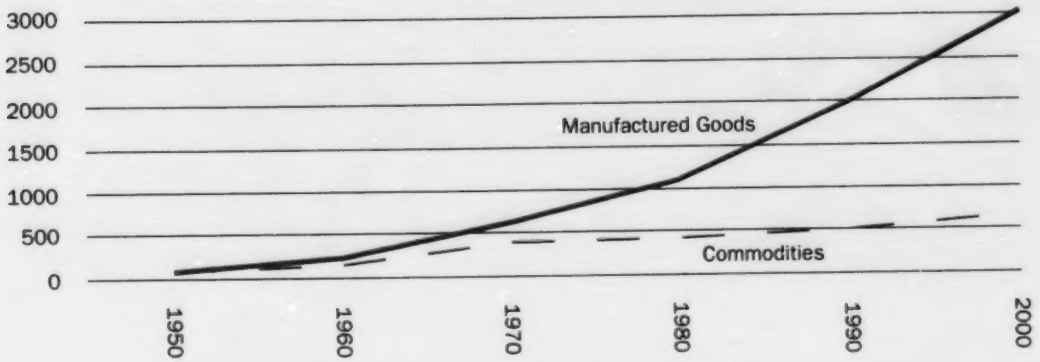
This strategy encompasses the Alberta Government's role, and works with the private sector to:

- Strengthen the Alberta Advantage;
- Build an economic environment conducive to investment and growth of quality jobs;
- Provide the right information in the right time frame to impact industry investment decisions; and
- Showcase Alberta internationally.

To be successful, activities must be framed within a deliberate strategy that makes the most of our potential and yield the maximum rewards for our efforts. While more than 150 foreign markets buy Alberta's goods and services, we need to focus on Alberta's competitive industry sectors and those regions in the marketplace that offer the greatest possibilities for new or expanded opportunities for Alberta businesses. The marketing strategy identifies priorities and develops activities to achieve economic growth. Most importantly, it focuses on attracting investment and adding value to Alberta's commodities before they are shipped to export markets[1]. As evidenced by the chart on page 2, it is vital for our long-term success that we concentrate on taking advantage of the substantial global growth in trade of manufactured goods versus raw commodities.

[1] Value-added refers to such items as processed food and beverage products and by-products, industrial equipment and machinery, petrochemicals, processed wood products, information and computer technologies, health technologies, and business and educational services.

World Merchandise Trade



This document is a summary of Alberta's international trade and investment marketing strategy for value- added goods and services. Looking ahead to 2005, it sets out the choices required to maintain our international competitiveness in trade and investment. Simply put, it is to get accurate information to our clients, Alberta businesses, within the appropriate time so that it is of value in assisting them in making trade and investment decisions in response to market opportunities.

LEGISLATURE LIBRARY
JUN 28 2001
EDMONTON

The Importance of Trade and Investment

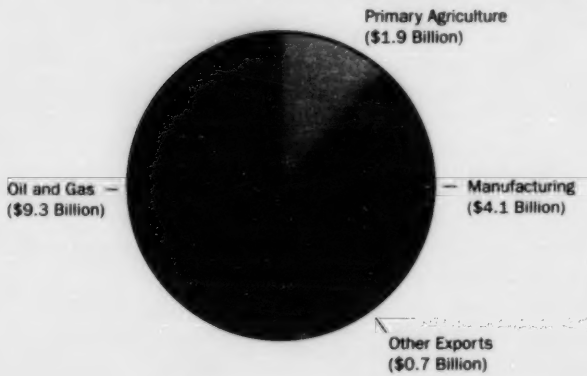
Trade

Export trade is particularly vital to our economy. Today, more than 2,000 Alberta businesses export goods and services around the world. Over one-third of our economic activity, or $59 billion in 2000, can be traced to exports of Alberta goods and services. Almost 500,000 jobs can be linked to the business we do in foreign markets. Imports also play an important role in our economy, providing our consumers with lower priced goods and greater choices. Locating and purchasing quality imports improves the competitiveness of Alberta firms producing goods and services, and is vital to their supply chain management strategies.

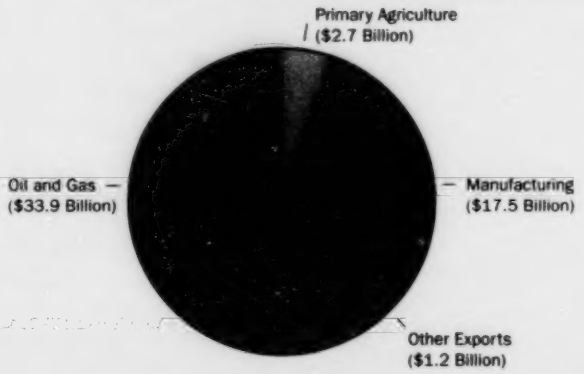
Goods

While resource-based commodities such as natural gas, oil, wheat, cattle, and lumber are still the mainstays of the economy, value-added manufactured goods[2] are playing an increasingly important role in developing Alberta's economy and creating new opportunities for Alberta business. For example, the share of manufactured goods in Alberta's total exports of goods increased from 25% ($4.1 billion) in 1991 to 32% ($17.5 billion) in 2000.

Breakdown of Alberta Goods Exported in 1991 (Total $16 Billion)



Breakdown of Alberta Goods Exported in 2000 (Total $55.3 Billion)

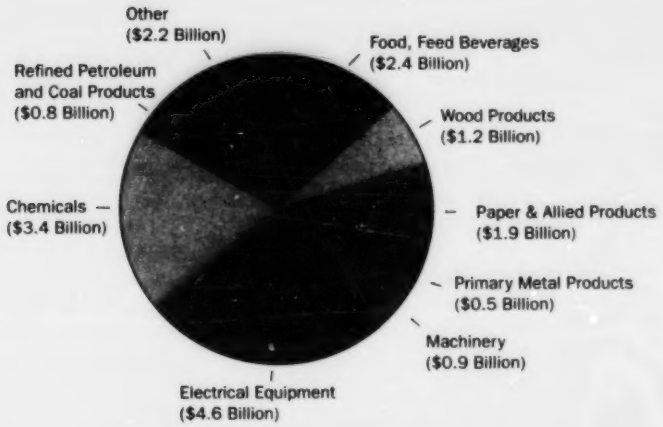


Source: Alberta Economic Development
A breakdown of value-added manufactured goods is shown below:

[2] Statistics Canada classifies "Manufacturing" into the following sub-sectors: Food and Beverages, Plastics, Textiles, Clothing, Value-Added Wood Products, Furniture, Paper and Allied Products, Primary Metals, Fabricated Metals, Machinery, Transportation Equipment, Electrical/Electronic Equipment, Non-Metallic Mineral Products, Refined Petroleum and Coal Products, Chemicals, and Other Manufacturing.

A breakdown of value-added manufactured goods is shown below:

Breakdown 2000 Manufacturing Exports



Source: Alberta Economic Development

Services

Similarly, exports of services – especially technology and knowledge-based – contribute greatly to Alberta's growth and, to help withstand the occasional shocks of soft commodity prices, add even more diversity to our overall trade portfolio. Amounting to more than $3.6 billion, service exports have grown nearly twice as fast as goods exports in the past several years.

Investment

New Investment in Alberta is a key to the continued diversification and sustained growth of the province's economy. Investment priorities include a focus on companies, capital and people (business entrepreneurs and skilled workers). Growth will be achieved through:

- Expansion of existing investments in Alberta
- Creation of new businesses and
- Attraction of new investment to the province

Investment is also a powerful tool in assuring access to markets that are protected and/or lack transparency.

In recent years, investment (both foreign and domestic) has accounted for up to 25% of the province's gross domestic product. Investment builds on our strengths in the province by creating jobs, generating increased growth, improving standards of living, enhancing productivity, diversifying the economy and expanding exports. Studies suggest that 45,000 jobs (both direct and indirect) are generated for each $1 billion in new investment. Furthermore, nearly 70% of foreign investment is done through expansion of existing facilities in the province. In 2000, new domestic and foreign capital expenditures were $34.7 billion, up nearly 63% from four years earlier. New investment and business relocations also foster the development of local companies to provide goods and services. In addition, it is a valuable international market access tool available to Albertans.

Outward investment represents another channel for expanding trade and increasing investment in Alberta. Many Alberta companies expand by developing service or distribution centres in their export markets. This "outward" investment allows the company to be more competitive and knowledgeable about local market trends and needs. This results in more exports,and it provides market and production diversification that allows our enterprises to better compete in the global economy. Government does not actively engage in outward investment activities but where it can be of benefit, government does assist with the facilitation of outward investment when requested by the private sector.

As international trade and investment increases, there is a growing interdependence, which acts as a catalyst to reduce trade barriers and resolve conflicts. This, in turn, further enhances trade flows.

Marketing Priorities

Establishing Priorities

Effective use of limited resources requires that the Alberta government establish geographic and industry sector priorities, and carefully manage the tools we have in order to add value cost-effectively.

Our marketing priorities, related to value-added goods and services, involve both Alberta's globally competitive and newly emerging industries. This includes such sectors as resource development, agriculture, manufacturing, advanced technologies and knowledge-based services.

Establishing geographic regional priorities represents an attempt to highlight those areas where government can add the greatest value. At the same time, diversification of our markets to new and emerging countries is an important consideration for the future.

Using a variety of criteria, the government reviews markets based on their importance to the Alberta economy. The priority markets identified here are both very important currently and have good export and investment potential. Since the global economy is dynamic, priorities are likely to shift.

While only priority countries are identified in this document, Alberta trades with over 150 countries, and companies from several dozen countries have investments in Alberta. The countries identified as priority markets are those that are most likely to contribute to Alberta's economic activity, or have significant potential to do so in the future.

Trade Market Criteria

Criteria used for selection of priority trade markets include level of exports, export growth, market size, market openness, and growth prospects for Alberta exports.

Level of Exports and Export Growth

Markets where Alberta has a significant level of manufactured goods exports already well established, where dramatic growth in manufactured provincial exports has recently occurred, or where significant future market potential can be identified.

Market Size

Large economies with a strong demand for imports of goods and services.

Market Openness

Few barriers or an expected reduction in barriers to trade, an ability to import, and a low level of risk involved in doing business in the market.

Growth Prospects for Alberta Exports

The likely match of demand for goods and services with Alberta exporters' ability to supply it in the medium to long term, and assessment of investment potential from the market.

Investment Market Criteria

The following criteria have been considered when identifying priority markets for attracting investment:

Existing Sources of Investment

Companies currently investing in Alberta are already familiar with the province's business and economic climate. These organizations, whether domestic or foreign-owned, are favourably disposed to consider expansion of existing operations or new investments.

World Investment Sources

Countries that are world leaders for outward investment offer a prime source for new investment. These countries have a business culture with a global perspective and therefore are home for many companies that are flexible about locating in a new jurisdiction.

Exports

Countries that represent growth opportunities for exports are important because an increase in sales could induce Alberta-based manufacturers to invest in expansion of production capacity.

Priority Industry Sectors

Within key geographic markets, priority industry sectors determine the profile of the companies that are being targeted for investment attraction.

Investment Priorities

Traditionally, the majority of investment in Alberta has focused on energy, forestry and agri-food. The current investment priorities also include new, emerging and value-added industry sectors. Historically the majority of foreign direct investment in Alberta comes from the United States and it will continue to dominate as the primary source of investment. Within Canada, Ontario and British Columbia have been key sources of new investment. Diversification of geographic investment sources, particularly to countries in Europe and Asia, is an increasingly high priority.

Key Sectors

The following are the priority industry sectors for Alberta's International Marketing Strategy. These sectors represent a cross-section of Alberta's most internationally competitive industries along with emerging sectors that hold significant potential. Opportunities for trade development and investment attraction vary from sector to sector. Strategies have been developed to address individual sector needs.

- Aerospace and avionics
- Agriculture and agri-food
- Architecture, engineering and construction services
- Building products
- Chemicals and petrochemicals
- Education and training programs
- Energy
- Environmental products and services
- Functional foods, nutraceuticals, and natural pharmaceuticals
- Health and Life sciences[3]
- Industrial machinery and equipment (oil and gas equipment, agricultural equipment)
- Information and communication technologies and services
- Tourism[4]

[3] Life sciences are defined as basic and applied research and development efforts in a wide variety of science-related disciplines involving living organisms and/or their living environments (such as health, agriculture, forestry and the environment) and the resulting applications, products, and enabling technologies.

[4] Tourism is a key sector but is under the administration of Alberta's Strategic Tourism Marketing Council (STMC)

Strategic Framework

Overall Marketing Strategies

In keeping with best practices in international marketing, the Alberta government will employ several strategies that may be commonly applied across different priority markets and sectors.

Provide Strategic Market Intelligence

We will provide Alberta businesses with market intelligence on emerging opportunities within target markets and sectors in order to increase Alberta's competitive advantage. Effective market and competitive intelligence and the ability to share it is relevant for all sectors. This strategy seeks to identify emerging issues and trends of significance to Alberta exporters and to design and implement initiatives to enhance market access. It delivers information in a timely fashion so that Alberta's industry and potential investors can use it to help make investment and trade decisions.

Create Partnership Networks and Alliances

Working together with industry partnerships and alliances increases Alberta's leverage in target markets. A strong and active network gathers intelligence, builds awareness and develops trade and investment activity. The development of networks and relationships establishes springboards into export markets and creates joint-venture opportunities for Alberta companies.

Showcasing Alberta Abroad

This strategy employs a wide variety of tools to support market entry by Alberta exporters and promote the province as an attractive place to invest. The tools – which range from Alberta's international offices and Premier/Ministerial-led trade missions to marketing materials – are designed to improve access and to promote targeted industry sectors. Market development activities are carried out in partnership with the Alberta private sector.

Lead with Specific Industries

To enter certain markets, Alberta must concentrate on promoting industries that are or can be internationally established, such as oil and gas and agricultural products. This reinforces a market presence and can increase awareness of Alberta's other goods and services. Leading with specific industries, like oil and gas, often enables penetration of the market in closely related sectors, such as engineering services or environmental goods and services. Other activities, such as training offered by Alberta institutions, also increases market awareness and supports business linkages between Alberta and key markets.

Use International Financial Institutions (IFIs)

IFIs represent a major source of international project financing in a number of developing markets of interest to Alberta exporters. IFIs can play an integral role in the development of international activities for the Alberta private sector. This strategy seeks to develop IFI expertise to respond to requests from Alberta private sector firms. We will share IFI processes and project opportunities with the Alberta private sector and facilitate the export process, particularly the service export sector. The Alberta government will also provide consultative expertise on government services and administrative processes to developing country governments.

As part of these strategies, we will continue and constantly improve upon our marketing services through on-line technology. Whether disseminating market intelligence via the web or showcasing the province through electronic media, new technologies offer an efficient marketing mechanism.

Strategic Goals

In keeping with the following goals outlined in Alberta's Business Plan

- Goal 6 "Alberta will have a prosperous economy,"
- Goal 9 "Alberta's value-added industries will lead economic growth," and
- Goal 13 "Alberta businesses will increase exports"

Alberta's international marketing strategy seeks to:

- increase manufactured and service exports from $21.5 billion in 2000 to $29.5 billion in 2005; and
- increase the value of new capital expenditures in Alberta's manufacturing and service industries from $10.2 billion in 2000 to $13.5 billion in 2005

Sector Goals

Alberta Exports of Value-Added Goods and Services, 2000 & 2005 (Millions of Dollars)

Sectors	2000	2005	% Change
Aerospace	210	325	54.8
Architecture, Engineering & Construction	300	450	50.0
Building Products	280	400	42.9
Chemicals and Petrochemicals	3,300	4,300	30.3
Environmental Products & Services	120	190	58.3
Forest Products	3,100	3,900	19.4
Healthcare Products & Services	85	150	76.5
Industrial Machinery & Equipment	1,305	2,000	53.3
Information, Communications Technologies	4,760	6,500	36.6
Plastics & Plastic Products	160	250	56.3
Processed Food & Beverages	2,415	3,830	58.6
Value Added Wood Products	490	700	42.9
Other Value-Added Exports	4,925	6,705	36.1
Total Value-Added Exports	21,450	29,500	37.5

Refining the Focus

Alberta's International Marketing Strategy

2001

PRIORITY SECTOR PROFILES

Aerospace

Alberta Sector Profile

Alberta has the potential to become a world leader in the aerospace sector. Identification of needs, challenges, and promotion of business opportunities will lead to a competitive industry that is vibrant and technologically enhanced.

Aerospace/Defense	60 firms	4,500 employees

Annual revenue:	$675 million
Annual exports:	$210 million
2005 export target:	$325 million

Target Markets

China	France	Germany
Japan	United Kingdom	United States

Key Initiatives – Export Trade

- Organize, coordinate and facilitate the participation of Alberta aerospace firms in the following events:
  - Western Aerospace Conference, Winnipeg, May 2001
  - Aerospace North America Conference/Trade Show, Seattle, September 2001
- Coordinate industry marketing efforts with federal agencies and initiatives
- Support the Alberta Aerospace Association with review of aerospace strategy and increase awareness of aerospace industry among key decision makers
- Increase promotion of Alberta aerospace capabilities
- Competitive market intelligence and identification of business opportunities and sales leads
  - U.S. market intelligence seminars
  - Studies on specific geographic and subsector markets

Key Initiatives – Investment

- Establish and strengthen relationships with multinational firms that have existing operations in Alberta, and identify opportunities for expansion and new ventures
- Promote Alberta's competitive environment by updating study on comparative operating cost
- Collaborate with Alberta Aerospace industry
- Participate in trade shows and conferences

For more information, visit Alberta Economic Development's Avionics and Aerospace web site at www.alberta-canada.com/avaero/

Agriculture and Food

Alberta Sector Profile

Alberta's agriculture and food industry is committed to innovation and entrepreneurial attitude, which has led to an international reputation for producing high quality crops and livestock and for being a reliable source of agricultural technology, expertise, and agri-foods.

Agri-Food Industries:	88,700 employees
Primary Agriculture:	69,300 employees
Food & Beverage Manufacturing:	19,400 employees
Total Farm Cash receipts	$7.34 billion
Food and beverage shipments	$8.66 billion
Annual revenue:	$16 billion
Annual exports:	$2.4 billion
2005 export target:	$3.8 billion (Processed Food and Beverages)

Target Markets

China	Russia (Far East)	Hong Kong
South Korea	Japan	Taiwan
Mexico	United States	

Key Initiatives – Export Trade

- Deliver training and timely customized market information and intelligence by
  - Initiating country and sector specific market studies
  - Showcasing Alberta's agriculture and food strengths in target markets
  - Developing broker and distributor profiles
  - Continuing personnel exchanges to international markets
- Facilitate export readiness, training, and project financing through
  - U.S. and Mexico Border Seminars
  - Export Information Seminars
- Work with other government agencies to develop country-specific, innovative products to further Alberta's trade to other markets
- Improve market access, and provide education and training to international partners through
  - Partnering with China's Ministry of Agriculture and Alberta AFRD to develop China's beef industry and increase access for Alberta beef
  - Representation at the U.S./Mexico border to facilitate agri-food entry clearances into Mexico

Key Initiatives – Investment

- Provide the right information in the right time frame to impact investment decisions
- Promote Alberta as a preferred location for new and expanding business sites focusing on companies, capital and people
- Promote Alberta as a preferred market for capital investment

For more information, visit Alberta Economic Development's Agriculture and Food web site at www.alberta-canada.com/agric/ and Alberta Agriculture at www.agric.gov.ab.ca/

Architecture, Engineering and Construction (AEC)

Alberta Sector Profile

Alberta's AEC sector has developed strong, diverse, world-class skills. There is a high potential to increase AEC sector exports as companies competitively market their technology and project management capabilities.

Architects:	380 firms	2,100 employees
Engineers:	600 firms	12,000 employees
Contractors:	5,000+ firms	140,000 employees

Annual revenue:	$ 13 billion
Annual exports:	$ 300 million
2005 export target:	$450 million

Target Markets

Brazil	Persian Gulf	China
Russia	Germany	United Kingdom
India	United States	Mexico
Venezuela		

Key Initiatives – Export Trade

- Showcase Alberta's AEC strengths to target markets
  - Promote infrastructure and resource development capabilities
  - Increase awareness of Alberta's AEC expertise and suppliers with Multinational Engineering, Procurement and Construction firms
- Organize, coordinate and facilitate the participation of Alberta AEC firms in the following events:
  - Offshore Technology Conference and Equipment show – Houston, May 2002
  - National Manufacturing Week Conference and Trade Show – Chicago
  - Environmental and oil and gas technical/sales mission to Brazil, Venezuela
- Develop an electronic "portfolio" with pictures of design and construction awards won by Alberta's AEC sector
- Deliver timely customized market information and intelligence
  - Electronic Business Intelligence Service
- Facilitate access to international project financing and export readiness training through the following:
  - Outreach program to the World Bank and Asian Development Bank
  - US/Canada Border Seminars
- Identify and reduce barriers to trade
  - Increase knowledge and assist Alberta firms with international procurement procedures

Key Initiatives – Investment

- Encourage the international operations of US Engineering Procurement and Construction firms to consider alliances with competitive Alberta equipment manufacturers for global markets
- Encourage immigration of skilled workers and business immigrants

For more information, visit Alberta Economic Development's AEC (Architecture, Engineering, and Consulting) sector web site at www.alberta-canada.com/aec/

Refining the Focus

Alberta's International Marketing Strategy

2001

KEY ALBERTA BUSINESS MARKETS

Key Alberta Business Markets

Primary Markets (Economy Critical) are fundamental for Alberta's economic success. It is our business to know these investment and trade markets as well as we know the Alberta market.

Secondary Markets (Sector Critical) are important to individual Alberta industries and enterprises, but currently not fundamentally important to Alberta's long term economic success.

Tertiary Markets (Company Critical) may be important to selected Alberta companies but not currently significant for Alberta's overall economic success.

Other Markets are not significant enough to service proactively, only if and when requested by Alberta companies.

Building Products

Alberta Sector Profile

Alberta's building product sector produces a wide range of products that are used in residential, commercial, industrial, and institutional construction. Development of innovative, energy efficient, environmentally friendly building products and systems can help Alberta companies become more competitive on the national and world market.

Primary Wood Products	46 firms	10,200 employees
Secondary Wood Products	566 firms	15,100 employees
Non-Wood Building Products	515 firms	15,100 employees

Annual Forest and Wood Products Revenues	$ 5.3 billion
Annual building products exports	$280 million
2005 Building products export target	$400 million

Target Markets

China	Germany	Italy
Japan	Mexico	South Korea
United Kingdom	United States	

Key Initiatives – Export Trade

- Focus on Pre-Engineered Building and Building Systems
- Identify, pursue and/or participate in marketing initiatives through incoming and outgoing missions, trade shows, conferences, and/or seminars/workshops such as:
  - increase awareness and export of Alberta building products (product/technology/service)
  - Mexico Housing Agency Technical Seminar/Workshop, May 2001
  - Mission to China in conjunction with CMH, November 2001
  - National Home Builders Show in Atlanta, February 2002
- Facilitate the collection and/or dissemination of foreign country market intelligence
  - US Market Study Workshop/Asia Market Study Workshop/Go Europe Seminar
  - Mexico Business Intelligence Service
  - AED Website/Alberta Exported newsletter
  - Contribute to creating and establishing networks and alliances for the purpose of program development, gathering intelligence and opportunities and building awareness of Alberta building products.
- Liase and collaborate with CMHC, Foreign Embassies, Foreign Consulate Offices, Alberta's International Offices, Financial Institutions, and key foreign industry associations.
- Facilitate market entry through export readiness workshops

Key Initiatives – Investment

- Encourage immigration of skilled workers and business entrepreneurs

For more information, visit Alberta Economic Development's Building Products sector web site at www.alberta-canada.com/build/index.cfm

Chemicals and Petrochemicals

Alberta Sector Profile

The chemical and petrochemical sector is one of Alberta's key manufacturing sectors. Petrochemical plants in Alberta are modern, world class and internationally competitive, but the industry has significant growth and investment potential.

Chemicals/Petrochemicals	7300 employees
Annual revenue:	$6.4 billion
Annual exports:	$3.3 billion
2005 export target:	$4.3 billion

Target Markets

China	France	Germany
Italy	Japan	South Korea
Taiwan	United Kingdom	United States

Key Initiatives – Export Trade

- Organize, coordinate and facilitate the participation of industry members
- Canadian Energy Research Institute Petrochemical Conference, Kananaskis (June 2001)
- Build on established relationship between China-Alberta Petroleum Centre and China's energy sector to identify opportunities for Alberta businesses

Key Initiatives – Investment

- Establish and strengthen relationships with multinational firms with existing operations in Alberta and identify opportunities for expansion and new ventures
- Research and establish relationships with firms currently not active in Alberta and promote Alberta capabilities and advantages
- Develop labour force through identification of labour shortages and subsequent marketing programs
- Facilitate visits from out-of-province companies
- Initiate studies examining opportunity to produce PET resin in Alberta and for alternate feedstocks for petrochemical production in Alberta

For more information, visit Alberta Economic Development's Chemicals and Petrochemicals sector web site at www.alberta-canada.com/chempet/

Education and Training

Alberta Sector Profile

Alberta's education and training sector offers a wide range of programs from basic to post-secondary as well as specialized apprenticeship and industry training programs. Alberta education and training providers are at the forefront of this rapidly expanding sector offering quality educational products and services internationally.

Post Secondary Institutions	Number	Full-time Students
Universities	4	54,050
Colleges	15	38,815
Technical Institutes	2	19,766
Private University Colleges	4	2,432

Apprenticeship and Industry Training
51 Apprentice trades & 4 designated occupations
33,659 registered apprentices

Basic Education		
Schools	2023	581,337

Annual number of international students: 5891

Target Markets

China	Mexico	Germany
South Korea	Hong Kong	Thailand
Japan	United States	

Key Initiatives

- Showcase Alberta's education and training capabilities to target markets
- Develop information resources on learning opportunities in Alberta and increase awareness to potential international students
- Increase awareness of institutional and jurisdictional capabilities to deliver quality training and education programs
- Organize, coordinate and facilitate ministerial led missions promoting education and training opportunities in Alberta
- Provide financial support to the Alberta Centre for International Education and the Learning Network in their efforts to recruit international students to Alberta
- Facilitate efforts by Alberta institutions and jurisdictions to participate in international development projects
- Develop and enhance the Alberta Learning Information Service (ALIS) as a source of information on education and training opportunities for international students
- Identify and reduce barriers for international student recruitment through intergovernmental discussions

For more information, visit Alberta Learning's web site at www.learning.gov.ab.ca/

Energy

Alberta Sector Profile

Alberta's dynamic energy sector provides considerable opportunity for investors. This industry is based on Alberta's abundant energy resources. Alberta is a major source of natural gas and oil for global markets. Alberta has experience in developing new sources of energy like the oil sands. The restructuring of Alberta's electricity sector is providing opportunities to diversify Alberta's electricity production into environmentally friendly areas like cogeneration, wind and hydro.

Electricity

Domestic Energy Usage	53,000 GWh (2000)
10-year average growth rate	3.5%

Natural Gas

Annual production	5.2 trillion cubic feet (1999)
Annual exports	$17.4 billion (2000)

Conventional and Heavy Oil Sands

Annual production	546 million barrels (1999)
Annual exports	$16.2 billion (2000)

Target Markets - Investment

Australia	Germany	Japan
Netherlands	South Korea	United Kingdom
United States		

Key Initiatives – Investment

- Attract international investment by developing a regulatory framework through consultation with industry, which fosters an enhanced business environment.
- On a client basis, hold meetings between interested parties and key department staff to discuss Alberta's energy resources and regulatory environment. Assist with introductions to local partners.

For more information, visit Alberta Energy's web site at www.energy.gov.ab.ca/

Environmental

Alberta Sector Profile

Alberta's environment sector has extensive capabilities, technologies, and highly skilled workers. It offers a variety of services that can be widely marketed, to help solve environmental problems around the world. Alberta's key sector capabilities include water and waste treatment, recycling, consulting, soil remediation, air pollution control, and emergency response.

Environmental Products and Services	850 firms	20,000 employees

Annual revenue:	$ 2.8 billion
Annual exports:	$120 million
2005 export target:	$190 million

Target Markets

Argentina	Japan	Australia
Mexico	Brazil	South Korea
China	Taiwan	Germany
United Kingdom	Hong Kong	United States
India	Venezuela	Italy

Key Initiatives – Export Trade

- Organize, coordinate and facilitate the participation of Alberta environmental firms in
  - Go Expo, Calgary, June 2001
  - Globe 2002, Vancouver, March 2002
- Facilitate research and trade show missions to Japan for Alberta private sector firms (ongoing)
- Create Partnership networks and alliances
  - Assist industry partners in hosting in-province events
  - Assist firms in identifying, developing, and applying new technologies, to enhance competitiveness and pursue new markets
  - Work in partnership with the Environmental Services Association of Alberta (ESAA)
- Facilitate incoming missions
- Conduct a study on Oil and Gas Equipment and Services in Brazil, which has a strong environmental component
- Provide market intelligence on trends and opportunities
  - Initiate studies in key markets
  - Disseminate through the Mexico Business Intelligence Service and the Environmental Market Intelligence Service (EMIS)
- Generate opportunities for cooperation under the framework of the Canadian Memorandum of Understanding with China, Hong Kong, and Taiwan

Key Initiatives – Investment

- Partner with relevant industry organizations in order to identify skilled labour requirements and develop a program to attract these workers

For more information, visit Alberta Economic Development's Environment sector web site at www.alberta-canada.com/enviro/

Health and Life Science

Alberta Sector Profile

Health Sciences is one of the fastest growing industries in the world. Biotechnology is a growing component of a vibrant high tech sector in Alberta. Alberta is one of North America's top ten centres for medical research, and is headquarters for several Canadian Networks of Excellence. The province has several assets in its infrastructure, which contribute to growth in this sector, including research excellence in areas such as genomics and proteomics, immunotherapeutics, and agricultural biotechnology. Alberta produces a range of medical devices, software and electronics, and offers a variety of health services.

Medical Devices and Health Services		Biotechnology	
Number of firms:	45	Number of firms:	55
Number of Employees:	700 employees	Number of Employees:	500
Annual revenue:	$155 million	**Annual revenue:**	$90 million
Annual exports:	$ 25 million	**Annual exports:**	$15 million
2005 export target	$180 million		

Target Markets

China	Netherlands	France
South Korea	Germany	Switzerland
Hong Kong	Taiwan	Italy
United Kingdom	Japan	United States

Key Initiatives – Export Trade

- Promote Alberta capabilities internationally through participation in
  - Medica 2001 and Biotechnology 2001 (Germany)
  - Bio 2001 International Meeting & Exhibition and Medtrade 2001
  - Italy outreach program and United Kingdom incoming mission
- Provide competitive market intelligence/opportunity identification
- Showcase Alberta's expertise through telehealth promotion initiatives
- Encourage matchmaking between compatible Alberta, Canadian, and foreign pharmaceutical companies.

Key Initiatives – Investment

- Promote research excellence, integration and innovation
- Work to increase the number of highly-trained people available in Alberta
- Market the expanded Calgary Technologies Inc. (CTI) center for new developing companies and the new Research Transition Facility (RTF) at the University of Alberta for initial spin-off companies
- Encourage partnership in the development of nutraceuticals

For more information visit Alberta Economic Development's biotechnology web site at www.alberta-canada.com/biotech/ and medical devices and health services web site at www.alberta-canada.com/medical/

Industrial Machinery and Equipment

Alberta Sector Profile

The industrial machinery and equipment sector is a key element in the development of Alberta's natural resources, and has the opportunity to compete in national and international markets based on its experience and capabilities.

Machinery and Equipment Manufacturers	1500 firms	25,200 employees
Oil and Gas Field Services	2000 firms	34,800 employees

Annual revenue:	$5.9 billion
Annual exports:	$1.3 billion
2005 export target:	$2.0 billion

Target Markets

Australia	North Africa	Brazil
Persian Gulf	China	United Kingdom
Italy	United States	Germany
Venezuela	Mexico	

Key Initiatives – Export Trade

- Increase export knowledge and awareness
  - Improve regulatory awareness
  - Develop resource materials for exporters including databases of potential representatives, agents, legal and consulting experts, etc.
- Enhance market intelligence and identify market opportunities through initiatives such as the Electronic Business Intelligence Service, which provides competitive intelligence and opportunities in Mexico's oil and gas industry
- Partner with Industry Canada and other federal departments
  - To support and promote export-oriented Canadian oil and gas services and equipment databases
  - To consult with industry on a regular basis to develop a joint export promotion strategy
- Organize, coordinate and facilitate the participation of Alberta firms in events such as:
  - Offshore Technology Conference and equipment show – Houston, May 2001
  - Subsector specific missions to Saudi Arabia, Kuwait, Oman, United Arab Emirates, and Iran
  - Society of Petroleum Engineers Show, New Orleans, October 2001
  - Amarillo Farm and Ranch Show, Amarillo, Texas, November 2001

Key Initiatives – Investment

- Investment missions and participation at international trade shows will also promote Alberta's investment potential and oil and gas capabilities

For more information, visit Alberta Economic Development's Industrial Machinery and Equipment sector web site at www.alberta-canada.com/ime/

Information and Communications Technology (ICT)

Alberta Sector Profile

The global market for knowledge-based products and services is extremely competitive. Alberta has the opportunity, the ability and the drive to compete globally in the new economy. Alberta has a solid base in Information and Communications Technology (ICT), a strategy for economic diversification, and an entrepreneurial culture suited to change.

Electronics:	250 firms	11,000 employees
Telecommunications:	600 firms	16,600 employees
Software:	1,720 firms	22,000 employees
Other*:	10,700 employees	

*Includes Computer and Communication Equipment Supplies, Navigational & Medial Control Instruments, etc.

Annual revenue:	$10 billion
Annual exports:	$4.7 billion
2005 export target:	$6.5 billion
2005 R&D investment target:	$2 billion

Target Markets

Belgium	Germany	Singapore	China
Hong Kong	South Korea	Japan	India
Taiwan	France	Netherlands	United Kingdom
United States			

Key Initiatives -- Export Trade

- Form collaborative international agreements in R&D and technology commercialization
- Showcase Alberta's strengths to the target markets and facilitate participation by Alberta companies in industry events such as: CeBIT, Hannover, Germany, March 2002
- Create partnership networks and alliances in target markets
  - develop platforms to initiate partnership with local organizations
- Deliver training and customized market information and intelligence
  - Outreach by European Commercial Officers to Alberta in November

Key Initiatives – Investment

- Identify key contacts, sources of capital or "gateways" to technology venture capital in the U.S. and internationally, and provide this information to Alberta industry and begin to sensitize contacts in these sources to Alberta
- Identify and sponsor visits of technology venture capitalists from the Silicon Valley and other locations to the province
- Further the development, documentation and promotion of the business case for R&D investment in Alberta
- Support investment in ICT/technology commercialization education
- Collaborate with the universities to target companies that are looking to establish manufacturing operations but wish to start with or add on R&D facilities

For more information, visit Alberta Economic Development's ICT sector web sites at www.alberta-canada.com/software/ and www.alberta-canada.com/telecom/

Government's Role in International Marketing

In our market-based economy, government does not directly engage in trade and investment activities. Developing export markets is done almost exclusively by the private sector with appropriate support from government only at key points in the process. By providing market intelligence, facilitating partnerships, identifying opportunities and helping Alberta companies seize them, government creates and maintains an environment for Alberta businesses to develop and pursue trade and investment opportunities.

Investment attraction and retention is an important activity for governments as they seek to diversify their economy. The government must look at the longer-term benefits of attracting and retaining investment. Governments can work "one-on-one" with individual companies, providing them with the necessary information needed to make decisions to locate or expand in Alberta. Furthermore, investment attraction and retention require careful cooperation among the federal, provincial and local governments if they are to be successful. Collaboration is important to show companies that Canada and Alberta are desirable investment locations.

Several Alberta government departments possess mandates to develop the economy of the province through international trade and investment activities.

Agriculture, Food and Rural Development is active in fostering industry and product development, and promotes investment in the province's agricultural and agri-food industry.
Economic Development is the lead economic planning department for the government with responsibilities for international marketing of value-added goods and services, Alberta's international offices, and coordination of an integrated Alberta investment attraction strategy.
Energy fosters development, investment, and trade in Alberta's energy and mineral resources sector.
Innovation and Science manages and funds strategic investments in science and research and promotes the growth and development of technology businesses and industry in Alberta.
International and Intergovernmental Relations provides leadership in our international government-to-government relationships and promotes our province's interests in international trade policy.
Learning facilitates and promotes education linkages and exchanges internationally and coordinates the development of Alberta's immigration policy.
Sustainable Resource Development is responsible for managing Alberta's forestry and fishery resources.

Performance Measurement

Alberta Economic Development has implemented a comprehensive framework to improve performance measures. This framework requires performance measurement processes for major projects and programs at their planning stage, monitoring and reporting on their progress and, if appropriate, concluding with a comprehensive evaluation. On an annual basis, an assessment will be carried out to determine the extent to which Alberta's International Marketing Strategy goals, priority markets, sectors and activities are appropriate.

An evaluation of the initial version of AIMS (released in February 2000) determined that 90% of our target initiatives were implemented. Moreover, the initial manufactured and services export goal of $19.5 billion for 2002 was surpassed in 2000 ($21.5 billion). The ability to reach our goals and achieve our initiatives demonstrates the effectiveness of this strategy in providing a consolidated and comprehensive approach towards marketing our province internationally.

Conclusions

Alberta's International Marketing Strategy provides a targeted and consolidated roadmap for the government's efforts to increase exports and attract investment, elements which are required to sustain and expand our province's extraordinary economic growth. The effectiveness of the strategy's implementation very much relies on the ability to sustain our relationship as a group of different but like-minded stakeholders. Overall, this strategy works to fulfill our mission of making Alberta the best place in the world to live and do business.

For More Information

Visit our websites

Agriculture – www.agric.gov.ab.ca
Economic Development – www.alberta-canada.com
Energy – www.energy.gov.ab.ca
Innovation & Science – www.gov.ab.ca/is
Learning – www.learning.gov.ab.ca
Sustainable Resource Development – www3.gov.ab.ca/srd/

International offices

Alberta currently has a network of foreign offices that are key to establishing entry and acquiring contacts in a foreign market.

BEIJING
Alberta China Office
Canadian Embassy
19 Dongzhimenwai Dajie
Chaoyang District
Beijing 100600, China
Phone: 86-10-6532-3536 ext. 3610
Fax: 86-10-6532-1304
Email: David.Wong@dfait-maeci.gc.ca>
www.albertachina.com/

CNPC – Alberta Petroleum Centre
#20 Xue Yuan Road
Science and Technology Building
HaiDian District
Beijing, 100083, China
Phone: 86-10-6209-8523
Fax: 86-10-6209-8529
E-mail: Angelo Zia <zia@163bj.com>

GUADALAJARA, MEXICO
Alberta Trade Office
Rosario No. 643
Col. Jardines de los Arcos
Guadalajara, Jalisco
Phone: 52-3123-2012
Fax: 52-3121-1163
E-mail: <alberta95@infosel.net.mx>

HARBIN, CHINA
294 Fendou Road
Harbin, China 150001
Phone: 86-451-363-8929
Fax: 86-451-363-8929
Email: Liu Hong Mei <liuhm@public.hr.hl.cn>

HONG KONG
Alberta Government Office
Room 1004 Admiralty Centre, Tower Two
18 Harcourt Road
Central, Hong Kong SAR
Phone: 852-2528-4729
Fax: 852-2529-8115
Email: <atagovhk@netvigator.com>
URL: www.alberta.org.hk

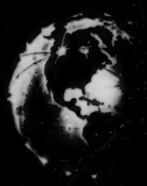
PORTLAND, OREGON
Alberta Trade Office
One Word Trade Centre
121 S.W. Salmon Street, Suite 1100
Portland, Oregon 97204 USA
Phone: 503-471-1316
Fax: 503-471-1317
Email: <wes.sawatzky@gov.ab.ca>

SEOUL
Alberta Korea Office
Canadian Embassy
10th Floor, Kolon Building
45, Mukyo-doong, Chung-ku
Seoul 100-170
Republic of Korea
Phone: 82-2-3455-6000
Fax: 82-2-755-0686
E-mail: <Cliff.Wulff@dfait-maeci.gc.ca>
URL: www.altaseoul.com/

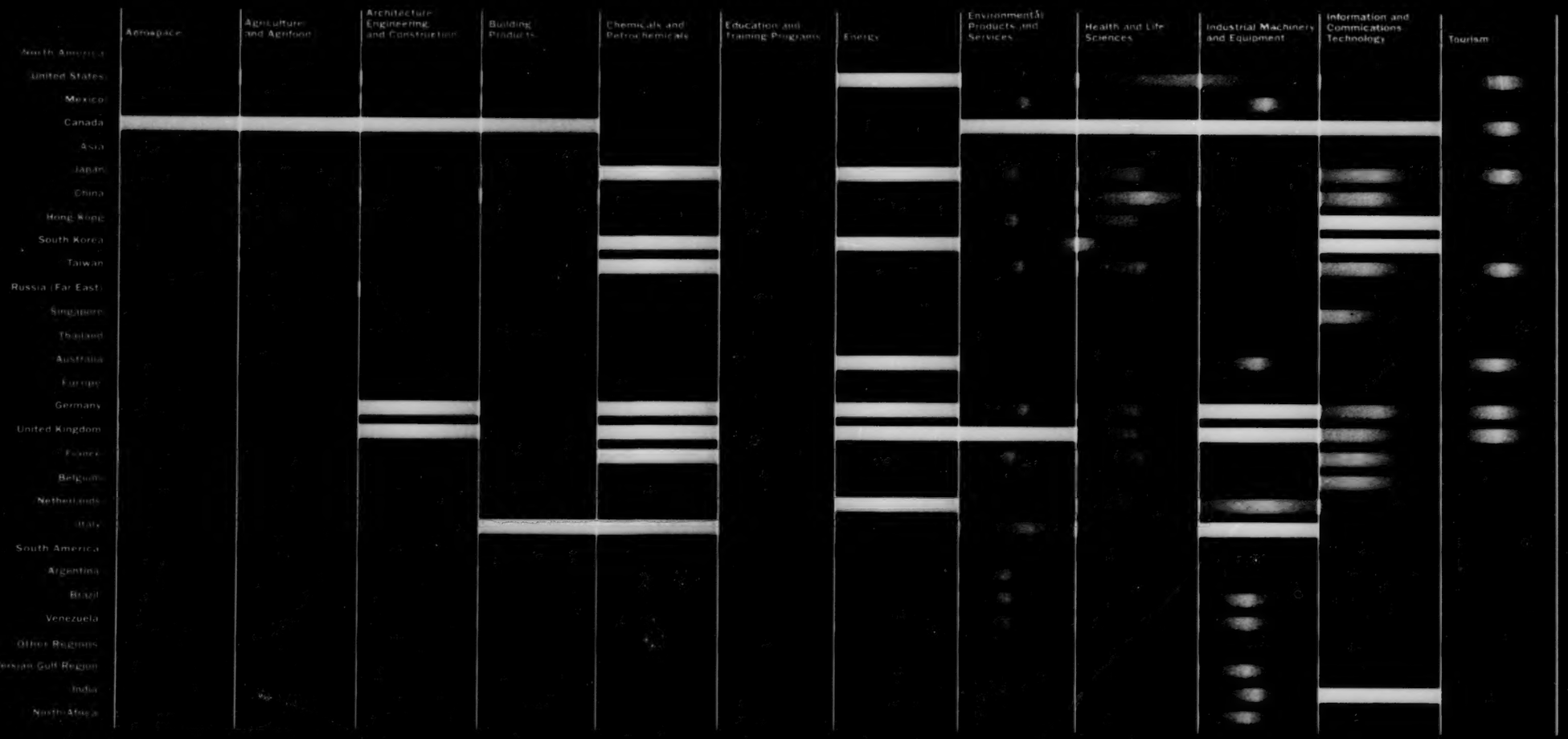
TAIPEI
Office of the Alberta Trade Representative in Taipei
13th Floor, -365 Fu Hsing North Road
Taipei, 105, Taiwan
Phone: 886-2-2715-3637
Fax: 886-2-2715-1717
Email: <Lian.Chen@dfait-maeci.gc.ca>

TOKYO
Alberta Japan Office
Place Canada, Third Floor
3-37 Akasaka 7-chome
Minato-ku, Tokyo 107, Japan
Phone: 81-3-3475-1171
Fax: 81-3-3470-3939
URL: www.altanet.or.jp
Email: <ajo@altanet.or.jp>

Refining the Focus



AIMS Priority Markets and Sectors



Trade

Investment into Alberta

Trade and Investment